

OUR LOVE IS POWER!

*Guelph Pride,
out in the streets!*

*"It was all
awesome!"*



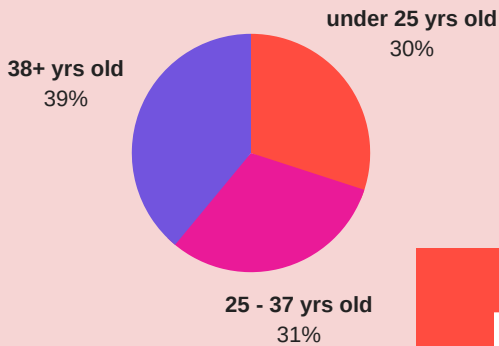
*"Really feeling
included"*

"Making new friends!"

*"Great to have lots of
participants and a wide age range."*

GUELPH PRIDE '19

WINTER & SPRING 2019



26,000

LGBT2QI+ PEOPLE IN GUELPH ^{1,2}

FIND

GUELPH PRIDE
FESTIVAL
2019

WINTER PRIDE

19 EVENTS
IN
10 DAYS

84%

OF EVENTS HAD OUR 4
POINTS OF ACCESSIBILITY

GUELPH PRIDE

20 EVENTS
IN
17 DAYS

OVER 30+

COMMUNITY PARTNERSHIPS
IN 2018, INCLUDING THE GUELPH
CIVIC MUSEUM

FESTIVAL PROGRAMMING
FOCUSES ON FREE AND
ACCESSIBLE EVENTS WITH
SPECIFIC FOCUS ON EVENTS
FOR YOUTH, FAMILIES, AND
SENIORS, AS WELL AS
EDUCATIONAL AND DIVERSITY
EVENTS.

YOURSELF

your 2019 Pride chair!

Each year, Guelph Pride hosts a wide variety of programming, special events, and resource fairs in an effort to both **celebrate and uplift our LGBTQ2QI+ communities of Guelph**. With a focus on diversity, education, visibility, as well as inclusivity and creativity - we strive to **create a place of belonging, safety, and culture for those in our communities who need that support most**.

With a focus on volunteerism and community building, we **partner with over 30 other organizations and groups in the community** each year. Last year we connected with thousands of friends, family, and neighbours at the **39 events we hosted over the course of two festivals** (Winter Pride and the Guelph Pride festival).

I am excited to serve you as your 2019 Pride Chairs of these incredible festivals and look forward to working with you and the Guelph community at large, in making 2019 our most brilliant, resilient, and proudest celebration yet.

JASPER SMITH
2019 CO-CHAIR



GUELPH PRIDE '19

| 02

WINTER & SPRING 2019



"I felt included even if I'm not really part of the LGBTQ+ community (cis hetero white guy). I learned so much about self-care and checking in with different parts of who I am"

GIVING BACK

SUPPORTING GUELPH PRIDE

Guelph Pride started as a volunteer-run picnic over 15 years ago, and has continued through the hard work, long hours, and dedication of our planning committee, volunteers, and community partners. However our continued growth to serve our varied communities better and extend our reach into two festivals **couldn't have been possible without the continued support of our kind and generous donors.**

In 2018 we hosted two festivals, with events ranging from drag shows, dance parties, workshops, art nights, dance classes, community fairs, art shows, seniors socials, professional networking events, comedy shows, film screenings, and even an historical exhibit at the Guelph Civic Museum.

In 2019, we're looking to expand our impact, and as a non-profit organization, we need all the help we can

get. **We want to show everyone how inclusive and progressive Guelph really is** - by expanding our summer festival's programming, **improving accessibility** to all events, and offering free/subsidized tickets to paid events. Your support will help increase Guelph Pride's reach to the community and **ensure everyone is able to come and celebrate their true selves.** Your support will also help us get the word out about Guelph Pride and ensure that **your brand is highlighted as a change-maker in our community.**

"I think you folks did a fantastic job and was very impressed with the attention given to accessibility."



YOUR MONEY AT WORK

**HOW YOUR CONTRIBUTIONS
MADE A DIFFERENCE - HERE,
IN YOUR COMMUNITY**

WINTER PRIDE

Your donations helped us host **an incredible 19 events over the course of our 10 day festival**. Winter Pride is a collaboration between campus communities and the wider Guelph community - and so we saw **lots of students and long-time Guelphites connecting** and celebrating all the ways we live and love here in this incredible city!

Our Winter Pride events included: the Queer Community Fair, Pride Denied Movie Screening, Queer and Trans People of Colour Murder Mystery Night, Queer Magic night with Naawaaya, Profs Meet'n'Greet, Queer Zine Workshop, Safer Sex Workshop with ARCH, Fierce!, We Do Exist! Discussion on Substance Use, Queer Trivia, Queer Slow Dance, Out on the Shelf Open House, Polyamory Workshop, Kissing Games Workshop with Dr. Ruthie, Queer Knit & Craft, Queer and Trans

People of Colour Play with Clay event, Queer Skate, Mental Health Workshop, and our Operation Soap Tribute.

Specifically, **your donations helped us offer free skate rentals for the queer skating night, offset costs for the queer and trans people of colour's play with clay event, it helped us provide free food and drinks at our community fairs, workshops, and open house. It also helped us get the word out** - since some of our feedback said that people don't always hear about Guelph Pride in time, we ramped up our promotions and saw **people coming to our events from more than an hour away!** Rural communities often don't have pride festivals or places to connect to LGBTQ+ communities - so **your donations help us to support not only the LGBTQ+ communities of Guelph, but all of the surrounding areas as well - including the folks who need us most.**

GUELPH PRIDE

And again, your donations came through for the community as **we celebrated our 15th Anniversary of Guelph Pride** and extended our festival into two weeks - providing **20 different events over the course of 17 days**. We saw some new partnerships - like our Civic Museum Queer Exhibit featuring "the Lifers", our usual events that you've come to love like the Pride Kick Off Drag Show, Queer Trivia, our infamous Queer Art Show, Pride Lit, and of course the ever-popular pub crawl! **This year we also teamed up with Wellington Brewery to create our own "Sunshine" beer - proceeds of which went to supporting Out on the Shelf** - and the beer was sold out everywhere before the festival was half over! **We were also able to provide more seniors and youth programming, as well as a clothing swap and fashion show for local transgender folks to connect.**

Your donations allowed us to rent more accessible venues, pay local LGBTQ+ talent, and provide a



budget to host more events for seniors, youth, families and children. It also allowed for us to offer subsidized tickets to events for people who otherwise couldn't afford to attend.

So THANK YOU - we really couldn't do it without you and we hope you'll consider supporting Guelph Pride in 2019, as we continue to grow.



WHAT ARE PEOPLE SAYING?

"I felt included even if I'm not really part of the LGBTQ+ community (cis hetero white guy). I learned so much about self-care and checking in with different parts of who I am"

"So nice to have mostly free/pay-what-you-can events!"

"I really loved the comfy atmosphere of the OOTS Open House/ Crafting/ Workshops/ Skating day. It was really great having a place to show up and hang out and then be involved in workshops if you wanted to"

"Great to have lots of participants and a wide age range. Loved the queer magic and zine workshops! It was really nice to have casual, non-bar focused hangouts in a quiet space"

"I had a hard time connecting to the LGBT community here, and was so excited to see so many new faces at pride!"

"There was a lot of variety in ages which was really nice to see and experience"



CORE

SPONSORSHIP

Guelph Pride has always had warm connections with our sponsors, as we often share the same goals of education, growth, community building, and of course, celebrating diversity and our communities in all the ways we love together.

Core sponsorship is the heart of these partner relationships. It offers your brand broad exposure before, during, and after the festivals through print and online media. This year we created our 2019 package with you in mind - providing options that are balanced and offer you the best value, with tiers starting at just \$300. We welcome cash or in-kind sponsorship in any denomination.

	Platinum	Gold	Silver	Bronze	Supporter
	\$10,000+	\$5,000	\$2,000	\$750	\$300
Speaking Opportunity	✓				
Logo on 2019 Sponsors Wall	Large	Regular			
Verbal thank you at all MC'd events	✓	✓			
Guelph Pride Dance Tickets	8	4	2		
Full Colour ad in Guelph Pride Program	2 full pages	1 full page	1/2 page	1/4 page	
Logo on all festival posters	✓	✓	✓	✓	
Promoted on social media posts	5+ feature	3	2	1	
Logo and backlink on Guelph Pride website	✓	✓	✓	✓	✓
Logo in sponsors section of Pride program	✓	✓	✓	✓	✓

EARLY BIRD PERKS



By sponsoring Guelph Pride before our early birth deadline of December 30th, you'll receive the following perks for FREE:

- Logo included on the back of the Winter Pride Guide and on the Guelph Pride website
- A personalized shout-out on our instagram in the weeks leading up to the Winter Pride festival (Feb)

PRESENTING

SPONSORSHIP

This year, Guelph Pride is offering sponsors the opportunity to become a named presenting sponsor of selected categories of events, **pairing your brand with a distinct part of Guelph Pride's unique festival experiences in print, web, and broadcast media.** Focus on your organization's strategic goals by utilizing this kind of direct sponsorship. **This package is available as an add-on to the Platinum, Gold, and Silver tier packages.**

Building Brands & Building Community

Family Pride events presented by "your organization"

\$2500

2 years

Expose your brand to the whole community! Diverse public audience of children, adults, seniors, youth and families, both supporters, allies, and those in the LGBT2QI+ communities, plus live media presence.

Our Community Fair & Flag Raising is where it all began 15 years ago, though we have grown a lot since then, these events are still central to our Guelph Pride festivals' programming - and the spirit of Pride here in Guelph.

Collaborating with Community Leaders

LGBT2QI+ Volunteer Awards presented by "your organization"

\$1,000

2 years

Mature influencers in Guelph and area's academic, media, and political communities. Returning in 2019, our Volunteer Awards recognize leader's in Guelph's diverse LGBT2QI+ communities.

Thought Leadership & Education

Arts & Community Workshops presented by "your organization"

\$1,000

2 years

Demonstrate your brand's dedication to learning, education, and inspiring the leaders of tomorrow by becoming Guelph Pride's lead workshops and learning sponsor - including skill-building, art-based, and other educational workshops, including our annual "Pride Lit" event - highlighting local LGBT2QI+ authors.

Diverse audiences include all ages - children, adults, seniors, families, and University students, allies, supporters, as well as many from the LGBT2QI+ communities.

Pride at Night

Club & Nightlife Events presented by "your organization"

\$1,000

2 years

Over 60% of the LGBT2QI+ individuals who engage with Pride programming are under 37 years old, connect with this hard to reach demographic through becoming a presenting sponsor of our exclusive nightlife events. Guelph's largest Pride parties with entertainers and performers from all over. High energy dance parties, and a pub-crawl that spans multiple establishments across the downtown core. 19+ with some mature content.

Don't see what you're looking for? Have something else in mind? We love coming up with solutions together! Get in touch and let's find a package or sponsorship opportunity that works for your organization's goals.

Early Bird Incentive: Sponsor us before our early bird deadline of **December 30th** and you'll be listed as a supporter for both the **Winter Pride** (January/February) and **Guelph Pride** (spring) **Festivals.** **Deadline for Guelph Pride Festival Sponsorship is April 30th in order to be included in promotions and advertising.**



we want to
hear from you!

GUELPH PRIDE
FESTIVAL
2019

LET'S

TALK!

DALLAS BAKER

FUNDRAISING

COORDINATOR 2019

SPONSORSHIP@GUELPHPRIDE.COM
(PHONE)

JASPER SMITH

PRIDE CO-CHAIR

CHAIR@GUELPHPRIDE.COM

GUELPH PRIDE

OUT ON THE SHELF

42 CARDEN STREET
GUELPH, ON N1H 3A2

Sources: (1) O.MUELLER, M. KARRY, E. WALMAN "OUT ON THE SHELF CBASE REPORT", 2016, (2) WDG PUBLIC HEALTH, 2015
Out on the Shelf, Guelph Pride, and Winter Pride (collectively "Guelph Pride" in this document) have final discretion and decision making power on all events, publications, donor, and sponsorship arrangements for official Guelph Pride materials. Guelph Pride will prioritize cultural integrity and the values of our community over revenue. All potential sponsors will be considered on their current and historic relationship with the LGBTQI+ communities and other marginalized groups, as well as Guelph Pride's ability to best serve/represent them as a sponsor. Guelph Pride generally engages with only one sponsor in a specific business category (i.e. travel, banks, etc) in order to provide the best experience for the sponsor. Pride Co-Chairs have final discretion over any presenting or named award sponsor appointments. **Core Sponsorship** is open to direct financial support and/or in-kind ("value for service") consideration and includes the services indicated in the sponsor menu. **Presenting Sponsorship** is open to direct financial support only, and includes both textual (such as "Guelph Pride Community Fair & Flag Raising, presented by Sponsor") and graphical (sponsor logo integrated with official event logo) treatments amenable to by both parties. Sponsors are encouraged to assign one liaison to the Guelph Pride events committee to represent their interests, however no sponsor shall wield creative control or veto on any event. Presenting sponsorship must be paired with an eligible core sponsorship.
All sponsorship costs are listed per festival.